

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, D.C. 20268-0001

NOTICE OF MARKET-DOMINANT
PRICE ADJUSTMENT

Docket No. R2012-6

RESPONSE OF THE UNITED STATES POSTAL SERVICE TO
CHAIRMAN'S INFORMATION REQUEST NO. 2

(March 20, 2012)

Chairman's Information Request (CHIR) No. 2 was issued on March 15, 2012. The request sought answers no later than March 20, 2012. Attached are the Postal Service's responses to Questions 1-3.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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March 20, 2012

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO CHAIRMAN'S INFORMATION REQUEST NO. 2**

- 1.) Please provide examples of mobile optimized webpages that allow the recipients to purchase a product or service on the mobile device that qualify for the 2012 Promotion. In addition, please explain why a mobile optimized webpage may not meet this requirement. For example, if the barcode leads to a website with a link to a purchase page, does that qualify for the 2012 Promotion?

RESPONSE:

Amazon.com and Ebay.com have two of the best mobile optimized websites that facilitate mobile commerce. An additional example of a mobile optimized webpage that facilitates mobile commerce is provided in Sample #2 of (*AttachmentA.pdf*) filed with this response. The URL address provided in Sample #2 should be entered into a mobile device to view the mobile optimized version of the webpage.

If a mobile barcode links to a mobile optimized page, but the customer is sent to a non-mobile optimized site at some point during the shopping or checkout phase, the mailer would not qualify for the discount. Furthermore, even though a webpage may be fully mobile optimized, if the customer has to complete the financial transaction at a later time or through a different channel, the mailer would not meet the program requirements.

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2.) Please provide examples of mobile optimized webpages whose web address and content are unique to an individual recipient that qualify for the 2012 Promotion. In addition, please explain why a mobile optimized webpage may not meet this requirement. For example, if the barcode leads to a login page that leads to content unique to an individual recipient, does that qualify for the 2012 Promotion?

RESPONSE:

Each barcode must be directly linked to a unique URL address that leads the recipient to a webpage whose content is, in some way, tailored to the recipient. An example of a qualifying personalized webpage is provided in Sample #1 of (*AttachmentA.pdf*) filed with this response. The URL address provided in Sample #1 should be entered into a mobile device to view the mobile optimized version of the webpage.

A mobile barcode leading to a generic login page would not qualify for the discount even if the successive pages have content that is specific to the recipient. If however, the login page itself is personalized (e.g. the mobile barcode leads to a login page that contains the recipient's name and has a portion of the page prefilled with personalized information) this would meet the program requirements.

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- 3.) Please explain how acceptance clerks will verify that mobile barcodes meet the requirements that a mobile optimized website be used and that it either (1) allows the recipient to purchase a product or service on the mobile device, or (2) contains a web address and content that are unique to an individual recipient.

RESPONSE:

Acceptance clerks will verify the presence of a mobile barcode and directional copy (text near the barcode directing the recipient to scan the barcode) on a sample mailpiece at the time of acceptance. However, acceptance clerks will not be scanning the barcodes at the time of mail acceptance. Instead, the Program Office will conduct a random sampling of mailpieces collected at Business Mail Entry Units to verify that the submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements. Deficiencies will be pursued in accordance with existing Postal Service procedures.